Net neutrality is widely understood to be:

"the principle that Internet service providers should enable access to all content and applications regardless of the source, and without favoring or blocking particular products or websites."

Dismantling this principle would allow internet service providers to essentially extort both consumers and content providers into paying extra fees to access and enable access to content respectively. Internet service providers already have virtual monopolies in many regions all over the country. They overcharge for services, record massive profits, and refuse to invest any of that money into infrastructure. Getting rid of net neutrality would just further reward these companies for their awful and selfish behavior, and enable them to essentially censor and shape the internet how they see fit. This cannot be allowed to happen.